Application/Control No. 10/049,963 Applicant(s)/Patent Under Reexamination KARGMAN, JAMES B. Examiner Nicholas D. Rosen Applicant(s)/Patent Under Reexamination KARGMAN, JAMES B. Page 1 of 3

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	Α	US-5,452,203 A	09-1995	Moore, Wayne D.	707/200
*	В	US-5,793,972 A	08-1998	Shane, Terence Martin	709/219
*	С	US-5,852,810 A	12-1998	Sotiroff et al.	705/27
*	D	US-5,936,865 A	08-1999	Pintsov et al.	700/107
*	E	US-6,043,817 A	03-2000	Bolnick et al.	715/788
	F	US-			
	G	US-			
	Н	US-			
	ı	US-			
	J	US-			
	К	US-			
	L	US-			
	М	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N	JP-10222522-A	08-1998	Japan	Suganuma et al.	
	0					
	Р					
	Q					
	R					
	s					
	Т					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U ~	Anon., "Cluster Systems Help Marketers Identify Geographic Areas That Contain Groups of Consumers Who Share Demographic and Behavioral Characteristics" (Abstract), American Demographics, p. 20-231, November, 1982
	٧ -	Roush, M., "Growing without Pain: Exec Faces Competing Needs," Crains Detroit Business, Vol. 9, No. 2, s. 1, p. 8, January 11, 1993.
	w,	Anon., "Creating Mail Campaigns Straight from Your Desktop," Business Marketing, Vol. 82, No. 2, p. 40, March 1997.
	× ,	Galenskas, S.M., "Targeting and Reaching the Right Customers More Effectively," Direct Marketing, Vol. 60, No. 1, p. 23.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYYY format are publication dates. Classifications may be US or foreign.

Notice of R ferenc s Cited Application/Control No. | Applicant(s)/Patent Under | Reexamination | KARGMAN, JAMES | B. | Examiner | Art Unit | Page 2 of 3

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	В	US-			
	C	US-			
	D	US-			
	Е	US-			
	F	US-			
	G	US-			,
	Η	US-			
	1	US-			
	ے	US-			
	K	US-			
	L	US-			
	М	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	0					
	Р					
	Q					
	R					
	s					
	Т					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U -	Ginsburg, L., "Mining the SQL Treasure Trove," Computer Shopper, Vol. 17, No. 6, p. 476, June, 1997.
	٧,	Copeland, L., "New Applications Promote Collaboration on the Web," Computer REseller News, p. 99, February 9, 1998.
	w,	Alexander, D., "Milking the Most from the Internet," Potentiols in Marketing, Vol. 31, No. 2, pp. 15-19, February 1998.
	х.	Linthicum, D.S., "Site Building," Computer Shopper, Vol. 18, No. 5, p. 516, May, 1998.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).) Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited Application/Control No. 10/049,963 Examiner Nicholas D. Rosen Applicant(s)/Patent Under Reexamination KARGMAN, JAMES B. Page 3 of 3

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	Α	US-			
	В	US-			
	С	US-			
	D	US-			
	Е	US-			
	F	US-			
	G	US-			
	H	US-			
	ı	US-			
	J	US-			
	К	US-			
	L	US-			
	М	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	0					
	Р					
	α					
	R			-		
	s					
	Т					

NON-PATENT DOCUMENTS

		TOTAL ALEMAN SOCIAL TOTAL TOTAL SOCIAL TOTAL
*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	υ	Webpages from U.S.P.T.O. website, http://www.uspto.gov, from January 17, 1999 (date for homepage).
	>	
	w	
	×	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).) Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.